



DES MOINES
WATER WORKS | 2201 GEORGE FLAGG PARKWAY | DES MOINES, IA 50321-1190

Des Moines Water Works 2010 Voice of Customer Survey

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Des Moines Water Works
2010 Voice of Customer Survey

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EXECUTIVE SUMMARY

This 2010 DMWW VOC Residential Survey retains the same general sampling, questionnaire formats and reporting formats of earlier surveys to provide consistent trending information. The questionnaire has been updated somewhat, to bring it in line with current developments and information needs, and to eliminate a few questions that provided lower priority information. The paper questionnaire retains its four-page single-fold format.

In May 2010, DMWW mailed satisfaction questionnaires with cover letters from Randy Beavers and Amy Kahler to a random sample of 3,000 of DMWW's approximately 68,000 residential customers who live in the city of Des Moines excluding suburbs. The cover letter also provided respondents with the option of completing the form over the Internet via a link at dmww.com.

In total, 758 customers responded, 712 by paper and 46 or 6.1% (2006=3.6%) by web. Based on a sample of 3,000 mailed, this is a 25.3% response rate, producing a maximum margin of sampling error of +/- 3.1 (2006= +/-4.4) percentage points at 95% confidence level, for variables expressed as percentages. This is a good degree of precision. Many research studies seek to achieve +/- 5.0 percentage points at 95% confidence.¹

Key findings about DMWW residential customers who live in Des Moines, not suburbs:

- Customers continue highly satisfied with DMWW. DMWW scores 4.49 (2006=4.39) in overall satisfaction, on a 5 point scale where 5=very satisfied and 1=very dissatisfied (Table 5.) In addition, in comparison with other city service providers DMWW continues to score in a virtual tie for first place, with Des Moines Fire. (Table 1)
- The two most important issues to DMWW customers (Table 4) remain *water quality* and *uninterrupted water service*, with virtually identical scores. DMWW *parks* is the third most important (2006=7th) and *billing statement* is fourth (2006=3rd.)
- Customer satisfaction with water quality (Table 4, 4.31, 2006=4.03, and in-home customer service (Table 5, 4.27, 2006=3.97) have risen strongly. This is a very positive outcome. These two items were earmarked for improvement in the 2006 survey, because of their importance and their lower than average satisfaction scores. Water quality has increased across the board, with water taste increasing significantly (4.30, 2006=3.88.)

¹ How to interpret maximum margin of sampling error: If 758 respondents answer question "X" and 379 (50%) of them select answer "a" on question "X," then we can be 95% confident that between 46.9% and 53.1% of the overall population of 68,000 residential customers would also select answer "a" if they were asked question "X."

Further Comparison with 2006:

- Among the 24 satisfaction questions, (Table 5,) the items that moved up the most are *water taste* (+11 from 19th to 8th), *in-home customer service communications* (+9 from 14th to 5th), *in-home customer service overall satisfaction* (+8 from 18th to 10th place), *water smell* (+7 from 12th to 5th) and *overall water quality* (+6 from 13th to 7th.) The reader is cautioned that *in-home customer service* is a small sample of only 33 respondents so its scores may not accurately represent the sentiments of all customers who experienced in-home customer service in the last 12 months.
- The areas that moved down the most in satisfaction are *customer service call center overall satisfaction* (-10 from 6th to 16th, see comment in 5th bullet on this page) and *water availability/uninterrupted service overall satisfaction* (-9 from 4th to 13th.)
- In terms of price/value relationship, (Table 3,) *DMWW* remains perceived as a better value than *electricity service*, and *primary telephone service*. *DMWW's* perceived value has improved (4.25, 2006=4.16 on a 5 point scale where 5=well worth what it costs and 1=not worth it). In comparison, *electric service* has improved (4.02, 2006=3.75) and *primary telephone service* has declined (3.28, 2006=3.39.) Satisfaction with *primary telephone service* has declined, so the value findings here indicate *primary phone service* prices have not declined proportionately.
- Among ten media sources (Appendix Q3,) *DMWW* remains the most trusted source for water quality and safety information. Scores (5=very reliable, 1=very unreliable) have changed only slightly for most of the media sources since 2006. *DMWW* (4.48, 2006=4.30) maintains a strong lead over the second place source, *doctors and other health care professionals* (3.84, 2006=3.92.) *DMWW's* enviable credibility in this area speaks to its reputation as a well-run business (Appendix Q12g) *How much do you agree or disagree with the following statement: DMWW is a respected, well-run water utility* (4.45, 2006=4.38 on a 5 point scale where 5=strongly agree and 1=strongly disagree.)
- Service quality of *customer service call center* has declined slightly as measured by problems per 100 service events (Table 6.) Among the 158 customers who contacted the *customer service call center*, 25 said their question was not answered or their problem was not resolved to their satisfaction. This rate is 15.8 per 100 service events (2006=12.2). It is very likely the *customer service call center* PP100 measure is biased unfavorably because of *DMWW's* website. Web usage has increased 68%, (Appendix Q10a *Have you visited www.dmww.com in the past six months? Yes* (18.0%, 2006=10.7%),), as customers are likely finding answers to basic questions, such as account balance, payment history, etc. on *DMWW's* website. This changes the mix of calls so that the more difficult calls are left to the call center. This has likely affected the PP100 trend, making 2010 appear "less good" than it really is.
- Service quality of *in-home customer service*, (Table 6) has declined slightly. Of the 33 customers who had *in-home customer service*, 5 said their service issue was not taken care of to their satisfaction. This rate is 15.2 per 100 service events (2006=13.5 per 100.) The reader is cautioned that in-home customer service is a small sample.

Recommendations

- Even though customer perceived problems (Table 6) do not occur on a large proportion of service events, we recommend DMWW further track and categorize these customer concerns, then carry out action plans to remedy them. Negative experiences disproportionately affect overall customer satisfaction. Customer problems are highly specific and actionable, placing them among the best opportunities for improvements resulting from customer surveys.
- Expand and improve www.dmww.com wherever practical. Technology is continually improving, potential for additional customer service on the web is continually expanding and customer expectations about website functionality are continually growing. Use tracking software to study navigation paths. Capture customer feedback about their visit to the DMWW website in real time via pop-up surveys. Collect and use information about navigation issues, content problems and other suggestions for website improvement or enhancement.
- Since DMWW parks are an important element in DMWW's public identity, pay special attention to customer needs and wants in this area. Since 2006, DMWW customers have become more interested in using the parks for exercise and fitness activities (Appendix Q11b *How do you use the parks? Exercise and fitness activities* 30.2%, 2006=22.0%.) This carries over into the types of improvements customers would like to see in DMWW parks. (Appendix Q11e *What facilities would you like added to DMWW parks? More walking/jogging paths* 16.0%, 2006=11.0% *More bicycle paths* 12.7%, 2006=7.0%.)
- Improve the process for outages communications and for realistically setting customer expectations about water outages predictability. Water outages communications is the perennial low scoring satisfaction item. (3.09, 2006=3.45)
- While water satisfaction scores (Table 5) have improved since 2006, there remain more than 15% of customers who rate overall water satisfaction 3 or lower on a 5 point scale. Any improvement in water quality will have a multiplied effect on customer satisfaction because of the importance DMWW customers place on water quality.

DMWW maintained its second-place position, below DM Fire. Trash improved and telephone fell.

Table 1a - Top Tier Satisfaction
DMWW: 2010 Voice of Customer Survey

Q12d. Overall, how satisfied are you with the following government and businesses entities?

	2010		2006	
	Count	%	Count	%
12d1. DMWW				
Very satisfied (5)	431	58.8%	253	51.4%
Somewhat satisfied (4)	239	32.6%	182	37.0%
Total	670	91.4%	435	88.4%
12d2. DM Fire Service				
Very satisfied (5)	405	61.5%	249	55.5%
Somewhat satisfied (4)	216	32.8%	164	36.5%
Total	621	94.2%	413	92.0%
12d3. DM Trash				
Very satisfied (5)	342	47.2%	189	38.3%
Somewhat satisfied (4)	270	37.3%	173	35.1%
Total	612	84.5%	362	73.4%
12d4. DM Police				
Very satisfied (5)	344	49.7%	205	42.9%
Somewhat satisfied (4)	239	34.5%	171	35.8%
Total	583	84.2%	376	78.7%
12d5. Electricity				
Very satisfied (5)	316	43.6%	190	38.8%
Somewhat satisfied (4)	247	34.1%	174	35.5%
Total	563	77.8%	364	74.3%
12d6. Telephone				
Very satisfied (5)	196	28.6%	147	30.9%
Somewhat satisfied (4)	193	28.2%	155	32.6%
Total	389	56.8%	302	63.6%

CRI scores shows findings similar to the comparisons in Table 1a. *DMWW* remains virtually tied with *fire* for top spot.

**Table 1b - Customer Relationship Index (CRI)
DMWW: 2010 Voice of Customer Survey**

Q12d. Overall, how satisfied are you with the following government and businesses entities?

2010			2006		
Mean Satisfaction	Mean Satisfaction	Customer Relationship Index	Mean Satisfaction	Mean Satisfaction	Customer Relationship Index
(a)	(b)	(c) = (a)/(b)	(a)	(b)	(c) = (a)/(b)
DMWW	DM Fire Service	CRI	DMWW	DM Fire Service	CRI
4.49	4.55	0.99	4.39	4.47	0.98
DMWW	DM Trash Service	CRI	DMWW	DM Trash Service	CRI
4.49	4.29	1.05	4.39	4.05	1.08
DMWW	DM Police Service	CRI	DMWW	DM Police Service	CRI
4.49	4.29	1.05	4.39	4.17	1.05
DMWW	Electricity Provider	CRI	DMWW	Electricity Provider	CRI
4.49	4.15	1.08	4.39	4.06	1.08
DMWW	Primary Telephone Co.	CRI	DMWW	Primary Telephone Co.	CRI
4.49	3.68	1.22	4.39	3.79	1.16

CRI scores are indexes of DMWW mean satisfaction scores against city departments and companies. Satisfaction scale: 5=very satisfied and 1=very dissatisfied.

Table 2 shows what percentages of customers rated DMWW higher, equal or lower than city departments and other companies. Overall, 30.4% of customers rated DMWW higher than the others, and 5.4% rated DMWW lower than the others.

**Table 2 - Satisfaction vs. Expectations
DMWW: 2010 Voice of Customer Survey**

Q12d. Overall how satisfied are you with the following government and business entities?

Des Moines Water Works compared to:	2010 Percent Ranking DMWW...				2006 Percent Ranking DMWW...		
	Higher	Equal	Lower		Higher	Equal	Lower
DM Fire Service	5.3%	85.3%	9.3%		5.4%	84.6%	10.0%
DM Trash Service	20.3%	74.0%	5.7%		27.3%	68.2%	4.5%
DM Police Service	19.8%	72.6%	7.6%		24.3%	67.2%	8.6%
Electricity Provider	28.8%	66.5%	4.7%		28.2%	66.3%	5.5%
Primary Telephone Company	53.4%	43.1%	3.5%		41.1%	53.8%	5.1%
Compared to ALL	30.4%	64.2%	5.4%		25.5%	67.8%	6.7%

Customers consider *DMWW* services to be a better value than *electricity* and *primary telephone*. The value of *primary telephone* has fallen. Table 3 indicates *primary telephone* prices have not fallen in pace with the decreased satisfaction, which appears in Table 1.

Table 3 - Worth What Paid
DMWW: 2010 Voice of Customer Survey

Q12e. Are the following services worth what you pay for them?

	2010	2006
	<u>*Worth What Paid</u>	<u>*Worth What Paid</u>
Des Moines Water Service	4.25	4.16
Electricity Service	4.02	3.75
Primary Telephone Service	3.28	3.39

*Worth what paid is based on a 5 to 1 scale, where 5 is well worth it and 1 is not worth it.

Water quality and *uninterrupted water service* remains customers' most important concerns. *Parks* importance score has remained unchanged but its rank has risen from seventh to third. This is because many other attributes have declined in overall importance. *DMWW websites* have the greatest increase in importance score.

Table 4 - Importance
DMWW: 2010 Voice of Customer Survey

Q1a. Importance of the following to you:

Attribute:	2010		2006	
	*Importance	Rank	*Importance	Rank
Water quality	4.86	1	4.78	2
Uninterrupted water service	4.79	2	4.82	1
DMWW parks	3.92	3	3.92	7
Billing statement	3.65	4	4.31	3
Customer service call center	3.64	5	3.97	5
In-home service	3.44	6	4.07	4
Payment options	3.24	7	3.95	6
DMWW websites	2.67	8	2.38	9
H2O line newsletter	2.57	9	3.13	8

*Importance is based on a 5 to 1 scale, where 5 is very important and 1 is very unimportant.

Tap water satisfaction is up across the board. Satisfaction with *water taste* has risen dramatically. *In-home customer service* has risen from 18th to 10th. *Customer Service Call Center* has fallen from 6th to 16th.

Table 5 - Satisfaction - Page 1 of 2
DMWW: 2010 Voice of Customer Survey

	n	2010		2006		Rank
		Satisfaction	Overall Rank	Satisfaction	Overall Rank	Delta
Q2a Tap Water						
Water taste**	749	4.30	8	3.88	19	+11
Water smell**	739	4.32	5	4.05	12	+7
Water hardness**	733	3.83	21	3.68	23	+2
Water safety**	726	4.39	2	4.17	5	+3
Overall quality**	745	4.31	7	4.03	13	+6
Monthly Billing Statement						
		Satisfaction	Overall Rank	Satisfaction	Overall Rank	
Q4a Clarity	739	4.38	3	4.33	2	-1
Q4b Amount of information	715	4.35	4	4.30	3	-1
Q4f Overall satisfaction**	732	4.28	9	4.13	9	0
Water Availability/Uninterrupted Service						
		Satisfaction	Overall Rank	Satisfaction	Overall Rank	
Q5d Outage: communication and/or notification**	66	3.09	24	3.45	24	0
Q5e Outage: water quality when service restored	67	3.72	22	3.87	20	-2
Q5f Outage: length of time to restore water	64	3.70	23	3.82	22	-1
Q5g Overall satisfaction	67	4.10	13	4.28	4	-9
Customer Service Call Center						
		Satisfaction	Overall Rank	Satisfaction	Overall Rank	
Q7c Communications	156	4.08	14	4.11	10	-4
Q7d Methods and business practices	154	3.99	18	3.99	16	-2
Q7g Overall satisfaction	156	4.01	16	4.17	6	-10
In-Home Customer Service						
		Satisfaction	Overall Rank	Satisfaction	Overall Rank	
Q8c Communications	31	4.32	5	4.03	14	+9
Q8d Methods and business practices	33	4.15	12	4.16	8	-4
Q8g Overall satisfaction	33	4.27	10	3.97	18	+8
H2O Line Newsletter						
		Satisfaction	Overall Rank	Satisfaction	Overall Rank	
Q9b Content	527	3.99	18	3.98	17	-1
Q9c Easy to understand	524	4.22	11	4.17	7	-4
Q9d Overall satisfaction	520	4.01	16	4.06	11	-5

Scale: 5=Very satisfied, 1=Very dissatisfied

** 2010 Differs from 2006 at 95% confidence * at 90% confidence

Table 5 - Satisfaction - Page 2 of 2
DMWW: 2010 Voice of Customer Survey

	n	2010		2006		Rank
		Satisfaction	Overall Rank	Satisfaction	Overall Rank	Delta
dmwww.com website						
Q10d Overall satisfaction	127	3.86	20	3.86	21	+1
DMWW Parks						
Q11f Better or worse than other parks	611	4.05	15	4.00	15	0
DMWW						
Q12d Overall satisfaction**	733	4.49	1	4.39	1	0

Scale: 5=Very satisfied, 1=Very dissatisfied except parks 5=much better, 1=Much worse

** 2010 Differs from 2006 at 95% confidence * at 90% confidence

The increase in Problems Per 100 is statistically significant at 90%.

Table 6 - Problems Per 100 (PP100) Page 1 of 2
DMWW: 2010 Voice of Customer Survey

Q7b. In the last 12 months, have you contacted our Customer Service Call Center?

	2010		2006	
	Count	%	Count	%
Yes	160	21.4%	147	29.0%
No	587	78.6%	360	71.0%
Total	747	100.0%	507	100.0%

Q7e. Did we answer your question or resolve the problem to your satisfaction?

	2010		2006	
	Count	%	Count	%
Yes	133	84.2%	129	87.8%
No	25	15.8%	18	12.2%
Total	158	100.0%	147	100.0%

Problems per 100	2010	2006
Total Problems	25	18
Total Respondents	158	147
Problems per 100	15.8	12.2

The increase in Problems Per 100 is not statistically significant.

Table 6 - Problems Per 100 (PP100) Page 2 of 2
DMWW: 2010 Voice of Customer Survey

Q8a. In the last 12 months, have you required in-home customer service at your property or residence?

	2010		2006	
	Count	%	Count	%
Yes	34	4.6%	37	7.3%
No	708	95.4%	470	92.7%
Total	742	100.0%	507	100.0%

Q8e. Did we take care of the service issue to your satisfaction?

	2010		2006	
	Count	%	Count	%
Yes	28	84.8%	32	86.5%
No	5	15.2%	5	13.5%
Total	33	100.0%	37	100.0%

Problems per 100	2010	2006
Total Problems	5	5
Total Respondents	33	37
Problems per 100	15.2	13.5

Since 2006, there has been an increase in customers' reported interest in *enjoying outdoors and outdoor activities*, which did not merit its own category in 2006. Including that category, and *flowering trees/crabapple trees* in *Parks* would increase 2010 *Parks* to 239. Parks and the outdoors is a very strong and positive brand association for DMWW. The quality of DMWW as a company has become a stronger association than its association with management.

Table 7a includes "first mentions" only. Often respondents mentioned more than one item. Usually the first mention or so-called "top of mind" mention, plays the largest role in brand image of that individual.

Table 7a Brand Associations
DMWW: 2010 Voice of Customer Survey

Q12a. What (other than "Water") comes to mind when you think of DMWW?

Response categories with n>10 in 2010	2010	2006
Parks and botanical center	170	124*
Flood of 1993	50	30
Enjoying outdoors and outdoor activities	47	
City services	36	56**
Good company/service/quality	32	8
Flowering trees/crabapple trees	22	
Safety/quality of water	21	13
Rates and bills	13	
Good management	11	11

* Includes "flowering trees/crabapple trees" and "enjoying outdoors and outdoor activities"

** Includes rates

Each of the four listed favorable brand associations has risen in frequency of mention.

Table 7b includes "first mentions" only. Often respondents mentioned more than one item.

**Table 7b Favorable and Unfavorable Brand Attributes
DMWW: 2010 Voice of Customer Survey**

Q12b. What, if anything, do you like about DMWW?		
Response categories with n>10 in 2010	2010	2006
Parks - pretty, safe, clean, large	82	41
Water - good taste, quality	73	33
Good service, company, management	66	28
Water - safe, reliable	49	31

Q12c. What, if anything, do you dislike about DMWW?		
Response categories with n>10 in 2010	2010	2006
Rates and rate increases	19	
Billing and payment issues	16	25
Park maintenance and needs	14	

DMWW 2010 VOICE OF CUSTOMER SURVEY

APPENDIX

TABLE 8: RESPONSE TABULATIONS

Table 8 - Response Tabulations
DMWW: 2010 Voice of Customer Survey

Q1a. Importance of each of the following to you:

	Water Quality		DMWW billing statement		Ininterrupted water service		Payment Options		Customer Service Contact Center	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
5 = very important	689	91.6%	206	28.2%	644	86.2%	150	20.6%	217	30.1%
4	40	5.3%	188	25.7%	75	10.0%	163	22.4%	188	26.1%
3	12	1.6%	242	33.1%	14	1.9%	213	29.3%	199	27.6%
2	3	0.4%	66	9.0%	3	0.4%	111	15.3%	77	10.7%
1 = very unimportant	8	1.1%	29	4.0%	11	1.5%	90	12.4%	40	5.5%
No opinion	0	NA	7	NA	0	NA	17	NA	23	NA
Total With Opinion	752	100.0%	731	100.0%	747	100.0%	727	100.0%	721	100.0%
Mean	4.86		3.65		4.79		3.24		3.64	

Q1a. Importance of each of the following to you:

	In-home Customer Service		H2O Line newsletter		www.dmww.com web site		DMWW parks	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
5 = very important	170	25.0%	64	9.0%	73	11.3%	288	40.6%
4	163	24.0%	99	13.9%	95	14.7%	201	28.3%
3	206	30.3%	200	28.0%	183	28.2%	138	19.5%
2	77	11.3%	170	23.8%	142	21.9%	42	5.9%
1 = very unimportant	63	9.3%	181	25.4%	155	23.9%	40	5.6%
No opinion	56	NA	22	NA	78	NA	22	NA
Total With Opinion	679	100.0%	714	100.0%	648	100.0%	709	100.0%
Mean	3.44		2.57		2.67		3.92	

Table 8 - Response Tabulations
DMWW: 2010 Voice of Customer Survey

Q2a. How satisfied are you with your tap water as to the following characteristics?

	2a1. Water Taste		2a2. Water Smell		2a3. Water Hardness		2a4. Water Safety		2a5. Overall Quality	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
5 = very satisfied	408	54.5%	402	54.4%	231	31.5%	424	58.4%	383	51.4%
4	211	28.2%	215	29.1%	250	34.1%	199	27.4%	247	33.2%
3	90	12.0%	90	12.2%	175	23.9%	71	9.8%	87	11.7%
2	28	3.7%	21	2.8%	47	6.4%	23	3.2%	20	2.7%
1 = very dissatisfied	12	1.6%	11	1.5%	30	4.1%	9	1.2%	8	1.1%
No opinion	0	NA	3	NA	15	NA	14	NA	1	NA
Total With Opinion	749	100.0%	739	100.0%	733	100.0%	726	100.0%	745	100.0%
Mean	4.30		4.32		3.83		4.39		4.31	

Table 8 - Response Tabulations
DMWW: 2010 Voice of Customer Survey

Q2b. Check all of the following statements that apply to your household:

	Count	Percent
Tap water is used for drinking	626	61.1%
A water treatment device is used on tap water before drinking:	174	17.0%
Bottled water is used for drinking	171	16.7%
A water softener is used	54	5.3%
Total	1025	100.0%

Q2c. If you filter tap water or drink bottled water, why?

	Count	Percent
Taste, smell, color of tap water	170	37.5%
Local water safety concerns	77	17.0%
Media coverage about water quality issues outside of Des Moines	30	6.6%
Convenience of bottled water	65	14.3%
Recommendation of health care provider	19	4.2%
Other	92	20.3%
Total	453	100.0%

Table 8 - Response Tabulations
DMWW: 2010 Voice of Customer Survey

Q3. Water Quality and Safety Information Sources

	<i>Des Moines Water Works</i>		<i>Television</i>		<i>Radio</i>		<i>Newspaper</i>		<i>Magazines</i>	
	Count	Percent	Count	Percent						
5 = very reliable	430	61.0%	122	19.4%	72	13.3%	94	15.8%	24	5.2%
4	196	27.8%	199	31.6%	167	30.8%	207	34.7%	85	18.5%
3	67	9.5%	219	34.8%	209	38.5%	201	33.7%	218	47.4%
2	9	1.3%	71	11.3%	71	13.1%	69	11.6%	94	20.4%
1 = very unreliable	3	0.4%	18	2.9%	24	4.4%	25	4.2%	39	8.5%
NA	31	NA	90	NA	163	NA	113	NA	236	NA
Total With Opinion	705	100.0%	629	100.0%	543	100.0%	596	100.0%	460	100.0%
Mean	4.48		3.53		3.35		3.46		2.92	

	<i>City, county, state governments</i>		<i>Doctor or other health care professionals</i>		<i>Environment/private interest groups</i>		<i>Marketers of home water treatment devices</i>		<i>Internet</i>	
	Count	Percent	Count	Percent						
5 = very reliable	115	20.8%	136	27.1%	75	14.9%	13	2.7%	17	5.8%
4	210	37.9%	211	42.1%	147	29.2%	33	6.9%	28	9.6%
3	157	28.3%	113	22.6%	158	31.4%	118	24.8%	91	31.2%
2	43	7.8%	21	4.2%	71	14.1%	152	32.0%	74	25.3%
1 = very unreliable	29	5.2%	20	4.0%	52	10.3%	159	33.5%	82	28.1%
NA	151	NA	199	NA	193	NA	226	NA	372	NA
Total With Opinion	554	100.0%	501	100.0%	503	100.0%	475	100.0%	292	100.0%
Mean	3.61		3.84		3.24		2.13		2.40	

Table 8 - Response Tabulations
DMWW: 2010 Voice of Customer Survey

Q4ab. How satisfied are you with the following characteristics of your monthly billing statement?

	4a. Clarity		4b. Amount of information	
	Count	Percent	Count	Percent
5 = very satisfied	409	55.3%	370	51.7%
4	223	30.2%	240	33.6%
3	90	12.2%	90	12.6%
2	15	2.0%	13	1.8%
1 = very dissatisfied	2	0.3%	2	0.3%
No opinion	1	NA	4	NA
Total with opinion	739	100.0%	715	100.0%
Mean	4.38		4.35	

Q4c. Compared to other monthly billing statements you receive (electric, gas, cable, phone, etc.), how do you rate your DMWW statement?

	Count	Percent
5 = much better	180	24.6%
4	298	40.7%
3	233	31.8%
2	15	2.0%
1 = much worse	6	0.8%
No opinion	5	NA
Total with opinion	732	100.0%
Mean	3.86	

Q4d. How do you receive your DMWW statement?

	Count	Percent
Paper	687	92.1%
Electronic	59	7.9%
Total	746	100.0%

Q4e. If you do not receive a an electronic statement, why not?

	Count	Percent
I don't have access to, or am not comfortable with computer	98	14.8%
I simply prefer paper statement	428	64.8%
I didn't know you offered paper	85	12.9%
Other	50	7.6%
Total	661	100.0%

Q4f. Overall, how satisfied are you with DMWW's billing statement?

	Count	Percent
5 = very satisfied	329	45.7%
4	282	39.2%
3	95	13.2%
2	10	1.4%
1 = very dissatisfied	4	0.6%
No opinion	0	NA
Total with opinion	720	100.0%

Mean 4.28

Table 8 - Response Tabulations
DMWW: 2010 Voice of Customer Survey

Q5a. In the last 12 months, have you experienced a water outage due to a water main break or DMWW maintenance being done in your area?

	Count	Percent
Yes	70	9.4%
No	675	90.6%
Total	745	100.0%

Q5b. How many outages did you experience?

	Count	Percent
1	41	62.1%
2	20	30.3%
3	4	6.1%
4 or more	1	1.5%
Total	66	100.0%

Q5c. On average, how long was the water off?

	Count	Percent
1-3 hours	37	54.4%
4-6 hours	17	25.0%
7+ hours	3	4.4%
Uncertain	11	16.2%
Total	68	100.0%

Q5df. How satisfied are you with DMWW's handling of the water outage in terms of the following?

	5d. Communication/ notification		5e. Water quality when restored		5f. Length of time to restore service	
	Count	Percent	Count	Percent	Count	Percent
5 = very satisfied	13	19.7%	19	28.4%	13	20.3%
4	17	25.8%	22	32.8%	30	46.9%
3	10	15.2%	17	25.4%	13	20.3%
2	15	22.7%	6	9.0%	5	7.8%
1 = very dissatisfied	11	16.7%	3	4.5%	3	4.7%
No opinion	3	NA	1	NA	3	NA
Total with opinion	66	100.0%	67	100.0%	64	100.0%

Mean 3.09

3.72

3.70

Q5g. Overall, how satisfied are you with DMWW's water availability/uninterrupted service?

5d. Communication/ notification

	Count	Percent
5 = very satisfied	24	35.8%
4	31	46.3%
3	9	13.4%
2	1	1.5%
1 = very dissatisfied	2	3.0%
No opinion	0	NA
Total with opinion	67	100.0%

Mean 4.10

Table 8 - Response Tabulations
DMWW: 2010 Voice of Customer Survey

Q6a. What is your preferred payment method?

	Count	Percent
1. Pay by credit card at www.dmww.com	50	6.7%
2. Pay by credit card via automated phone system	16	2.1%
3. Recurring payments by credit card	23	3.1%
4. Direct Pay (Automated Clearing House payments)	170	22.8%
5. Pay electronically through my bank's online bill pay	129	17.3%
6. Mail payments to DMWW	308	41.2%
7. Pay at DMWW office	17	2.3%
8. Pay at pay station at area grocery stores	34	4.6%
Total	747	100.0%

Q6bc. How interested would you be in the following options, if available?
in terms of the following?

	6b. Pay by electronic check at dmww.com on a date I schedule		6c. Pay by electronic check via phone on a date I schedule	
	Count	Percent	Count	Percent
5 = very interested	54	9.9%	21	4.1%
4	50	9.1%	24	4.7%
3	55	10.0%	43	8.4%
2	44	8.0%	48	9.4%
1 = not interested	345	63.0%	377	73.5%
No opinion	119	NA	124	NA
Total with opinion	548	100.0%	513	100.0%
Mean	1.95		1.57	

Table 8 - Response Tabulations
DMWW: 2010 Voice of Customer Survey

Q7a. What is your preferred method of contacting us when you have a question or concern?

	Count	Percent
Mail	15	2.0%
Phone	671	89.6%
E-mail	52	6.9%
Face-to-face visit to our office	9	1.2%
Other	2	0.3%
Total	749	100.0%

Q7b. In the last 12 months have you contacted our Customer Service Contact Center?

	Count	Percent
Yes	160	21.4%
No	587	78.6%
Total	747	100.0%

Q7c. How satisfied are you with our Contact Center's communications?

	Count	Percent
5 = very satisfied	75	48.1%
4	46	29.5%
3	14	9.0%
2	15	9.6%
1 = very dissatisfied	6	3.8%
No opinion	1	NA
Total with opinion	156	100.0%

Mean 4.08

Q7d. How satisfied are you with our Contact Center's methods and business practices?

	Count	Percent
5 = very satisfied	66	42.9%
4	49	31.8%
3	17	11.0%
2	15	9.7%
1 = very dissatisfied	7	4.5%
No opinion	1	NA
Total with opinion	154	100.0%

Mean 3.99

Q7e. Did we answer your question or resolve the problem to your satisfaction?

	Count	Percent
Yes	133	84.2%
No	25	15.8%
Total	158	100.0%

Q7f. Did we answer your question or resolve the problem on your first call?

	Count	Percent
Yes	123	77.4%
No	36	22.6%
Total	159	100.0%

Table 8 - Response Tabulations
DMWW: 2010 Voice of Customer Survey

Q7g. Overall, how satisfied are you with DMWW's Customer Service Contact Center?

	Count	Percent
5 = very satisfied	70	44.9%
4	45	28.8%
3	21	13.5%
2	13	8.3%
1 = very dissatisfied	7	4.5%
No opinion	1	NA
Total with opinion	156	100.0%

Mean 4.01

Q8a . In the last 12 months have you required in-home customer service at your property or residence?

	Count	Percent
Yes	34	4.6%
No	708	95.4%
Total	742	100.0%

Q8b. What was the primary reason for the most recent service call?

	Count	Percent
Work on water meter (inside home)	10	28.6%
Work on water meter reading system (outside home)	6	17.1%
Leak or service line location (Iowa One Call)	4	11.4%
Check plumbing for leaks	6	17.1%
Turn water on/off for repairs	1	2.9%
Turn water on/off for change of service	2	5.7%
Other	6	17.1%
Total	35	100.0%

Q8c. How satisfied are you with our in-home customer service communications?

	Count	Percent
5 = very satisfied	19	61.3%
4	6	19.4%
3	4	12.9%
2	1	3.2%
1 = very dissatisfied	1	3.2%
No opinion	1	NA
Total with opinion	31	100.0%

Mean 4.32

Q8d. How satisfied are you with our in-home customer service methods and business practices?

	Count	Percent
5 = very satisfied	17	51.5%
4	8	24.2%
3	6	18.2%
2	0	0.0%
1 = very dissatisfied	2	6.1%
No opinion	2	NA
Total with opinion	33	100.0%

Mean 4.15

Table 8 - Response Tabulations
DMWW: 2010 Voice of Customer Survey

Q8e. Did we take care of the service issue to your satisfaction?

	Count	Percent
Yes	28	84.8%
No	5	15.2%
Total	33	100.0%

Q8f. Did we take care of the service issue to your satisfaction on the first visit?

	Count	Percent
Yes	24	72.7%
No	9	27.3%
Total	33	100.0%

Q8g. Overall, how satisfied are you with DMWW's in-home customer service?

	Count	Percent
5 = very satisfied	21	63.6%
4	4	12.1%
3	6	18.2%
2	0	0.0%
1 = very dissatisfied	2	6.1%
No opinion	2	NA
Total with opinion	33	100.0%

Mean 4.27

Q9a. How often do you read the H2O Line newsletter?

	Count	Percent
Never	175	23.7%
Once or twice a year	171	23.1%
Most of the time	260	35.2%
Every month	133	18.0%
Total	739	100.0%

Q9bc. How satisfied are you with the H2O Line newsletter on the following?

	9b. Content		9c. Easy to understand	
	Count	Percent	Count	Percent
5 = very satisfied	172	32.6%	230	43.9%
4	201	38.1%	193	36.8%
3	136	25.8%	90	17.2%
2	14	2.7%	7	1.3%
1 = very dissatisfied	4	0.8%	4	0.8%
No opinion	15	NA	13	NA
Total with opinion	527	100.0%	524	100.0%

Mean 3.99 4.22

Table 8 - Response Tabulations
DMWW: 2010 Voice of Customer Survey

Q9d. Overall, how satisfied are you with the H2O Line newsletter?

	Count	Percent
5 = very satisfied	172	33.1%
4	205	39.4%
3	124	23.8%
2	13	2.5%
1 = very dissatisfied	6	1.2%
No opinion	17	NA
Total with opinion	520	100.0%

Mean 4.01

Q10a. Have you visited www.dmww.com in the past six months?

	Count	Percent
Yes	132	18.0%
No	600	82.0%
Total	732	100.0%

Q10b. Why did you visit www.dmww.com?

	Count	Percent
Make payment on account	70	31.4%
Review prior statements	48	21.5%
Complete service request	1	0.4%
Read DMWW current news (home page)	11	4.9%
Locate information on water education	5	2.2%
Find DMWW contact information	25	11.2%
Find information on Water Works parks	12	5.4%
Locate customer service information	18	8.1%
Review employment information	5	2.2%
Find Information on water quality	10	4.5%
Other	18	8.1%
Total	223	100.0%

Q10c. How often do you use social media sites, such as Facebook, Twitter, etc.?

	Count	Percent
Never	49	35.8%
Occasionally	52	38.0%
Often	36	26.3%
Total	137	100.0%

Table 8 - Response Tabulations
DMWW: 2010 Voice of Customer Survey

Q10d. Overall, how satisfied are you with the dmww.com website?

	Count	Percent
5 = very satisfied	35	27.6%
4	54	42.5%
3	25	19.7%
2	11	8.7%
1 = very dissatisfied	2	1.6%
No opinion	4	NA
Total with opinion	127	100.0%

Mean 3.86

Q11a. Have you ever used DMWW Parks?

	Fleur Drive		Maffitt Reservoir	
	Count	Percent	Count	Percent
Yes	631	85.4%	264	43.5%
No	108	14.6%	343	56.5%
Total	739	100.0%	607	100.0%

Q11b. How do you use the park(s)?

	Count	Percent
Exercise/fitness activities	405	30.2%
Fishing	114	8.5%
Enjoying nature/wildlife	441	32.9%
Horse trails	10	0.7%
Picnics	172	12.8%
Attended an event	186	13.9%
Other	12	0.9%
Total	1340	100.0%

Q11c. How many visits have you made to the parks? in the last 12 months?

	Count	Percent
1-2	194	31.1%
3-4	173	27.7%
5-6	87	13.9%
7 or more visits	170	27.2%
Total	624	100.0%

Q11d. How would you rate maintenance of DMWW Parks compared to other parks in Des Moines?

	Count	Percent
5 = much better	178	29.3%
4	299	49.3%
3	125	20.6%
2	5	0.8%
1 = much worse	0	0.0%
No opinion	17	NA
Total with opinion	607	100.0%

Mean 4.07

Q11e. What facilities would you like added to DMWW Park(s)?

	Count	Percent
Swing sets and children's play sets	90	8.2%
More benches	140	12.7%
More walking/jogging paths	176	16.0%
More bicycle paths	140	12.7%
More picnic shelters or pavillions	136	12.3%
Drinking fountains	174	15.8%
More restrooms	212	19.2%
Other	35	3.2%
Total	1103	100.0%

Table 8 - Response Tabulations
DMWW: 2010 Voice of Customer Survey

Q11f. Overall, how would you rate DMWW Parks compared to the other parks in Des Moines?

	Count	Percent
5 = much better	165	27.0%
4	313	51.2%
3	129	21.1%
2	4	0.7%
1 = much worse	0	0.0%
No opinion	12	NA
Total with opinion	611	100.0%

Mean 4.05

Q12b. What, if anything, do you like about DMWW?

Response categories with n>10 in 2010	2010
Parks - pretty, safe, clean, large	82
Water - good taste, quality	73
Good service, company, management	66
Water - safe, reliable	49

Q12c. What, if anything, do you dislike about DMWW?

Response categories with n>10 in 2010	2010
Rates and rate increases	19
Billing and payment issues	16
Park maintenance and needs	14

Q12a. What (other than "Water") comes to mind when you think of DMWW?

Response categories with n>10 in 2010	2010
Parks and botanical center	170
Flood of 1993	50
Enjoying outdoors and outdoor activities	47
City services	36
Good company/service/quality	32
Flowering trees/crabapple trees	22
Safety/quality of water	21
Rates and bills	13
Good management	11

* Includes "flowering trees/crabapple trees" and "enjoying outdoors and outdoor activities"

** Includes rates

Table 8 - Response Tabulations
DMWW: 2010 Voice of Customer Survey

Q12d. How satisfied are you with the following government and business entities?

	Des Moines Water Works		Des Moines fire service		Des Moines trash service		Des Moines police service		Your electricity provider	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
5 = very satisfied	431	58.8%	405	61.5%	342	47.2%	344	49.7%	316	43.6%
4	239	32.6%	216	32.8%	270	37.3%	239	34.5%	247	34.1%
3	55	7.5%	34	5.2%	93	12.8%	83	12.0%	121	16.7%
2	4	0.5%	4	0.6%	17	2.3%	18	2.6%	36	5.0%
1 = very dissatisfied	4	0.5%	0	0.0%	2	0.3%	8	1.2%	4	0.6%
No opinion	5	NA	75	NA	12	NA	34	NA	6	NA
Total with opinion	733	100.0%	659	100.0%	724	100.0%	692	100.0%	724	100.0%
Mean	4.49		4.55		4.29		4.29		4.15	

Q12d. How satisfied are you with the following government and business entities?

	Count	Percent
5 = very satisfied	196	28.6%
4	193	28.2%
3	196	28.6%
2	79	11.5%
1 = very dissatisfied	21	3.1%
No opinion	44	NA
Total with opinion	685	100.0%

Mean 3.68

Q12e. Are the following services worth what you pay for them? government and business entities?

	Des Moines water service		Your electricity service		Your primary telephone service	
	Count	Percent	Count	Percent	Count	Percent
5 = well worth it	361	49.4%	269	37.2%	129	18.9%
4	231	31.6%	245	33.9%	160	23.4%
3	112	15.3%	171	23.7%	222	32.5%
2	16	2.2%	31	4.3%	120	17.5%
1 = not worth it	11	1.5%	7	1.0%	53	7.7%
No opinion	1	NA	1	NA	45	NA
Total with opinion	731	100.0%	723	100.0%	684	100.0%

Mean 4.25 4.02 3.28

Q12f. Would you support a \$0.10 increase in your monthly water bill to invest in watershed initiatives and/or protect our source waters?

	Count	Percent
Yes	592	81.5%
No	134	18.5%
Total	726	100.0%

Table 8 - Response Tabulations
DMWW: 2010 Voice of Customer Survey

Q12g. How much do you agree or disagree with the following statements?

	DMWW is a respected well-run water utility		DMWW is a financially responsible business entity		DMWW has a positive influence on environmental issues		DMWW has an overall positive presence in the community		DMWW is deserving of my loyalty as a customer	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
5=strongly agree	413	57.3%	314	47.5%	297	43.9%	358	50.3%	360	50.9%
4	240	33.3%	238	36.0%	247	36.5%	261	36.7%	241	34.1%
3	54	7.5%	90	13.6%	114	16.9%	83	11.7%	85	12.0%
2	11	1.5%	16	2.4%	12	1.8%	5	0.7%	11	1.6%
1=strongly disagree	3	0.4%	3	0.5%	6	0.9%	5	0.7%	10	1.4%
No opinion	6	NA	56	NA	43	NA	11	NA	11	NA
Total with opinion	721	100.0%	661	100.0%	676	100.0%	712	100.0%	707	100.0%
Mean	4.45		4.28		4.21		4.35		4.32	

Q13a Specific comments for DMWW on any topic

Coding of first answer

	Count	Percent
Rates and bills	36	29.5%
Parks	17	13.9%
Company/service/quality - good	14	11.5%
Watershed protection	14	11.5%
Company/service/quality - bad	7	5.7%
Water quality - bad	6	4.9%
Water taste, smell, hardness - bad	6	4.9%
Other	6	4.9%
Water quality - good	5	4.1%
Management	3	2.5%
Newsletter	3	2.5%
Structure of DMWW	3	2.5%
Notification of outages	2	1.6%
Total	122	100.0%

Q13a7. Respondent gender

	Count	Percent
Male	239	50.5%
Female	234	49.5%
Total	473	100.0%

Respondent Number	13a. Specific comments for DMWW on any topic: (optional)
15	The newsletter always contains great/useful information...the parks DMWW maintains are a real gift to our community as well. Thank you
16	Is there a way for you to prod a reliable third party to get the word out on how well the Water Works does in purifying water from the Raccoon River? Also, is there a way to be a more forceful advocate of controlling what get's dumped into the Raccoon River Watershed so that not as much processing has to be done to the water from that source?
20	Keep up the exceptional work.
40	The Asian Garden, now on the river near Botanical Center, should be moved to Wtr Wrks Park & serve as a focal point for a complete Asian Garden that would be a major enhancement to the park & a popular visitor destination.
50	Do more with the parks - an untapped resource!
53	Give discounts to those who save water. We use 1/2 the average, but no one cares! Billing in gallons would help customers understand their consumption better.
54	On June 26, 2009 An inspector came to my home unannounced and told me rudely that I needed to repair a \$3000 leak and he told me I had two weeks to do it. he was unprofessional and tacky. He bragged about Sarah Palin as well. That causes me to see DMWW in a negative light.
58	re: 12e: Some of the other services included on water bill, ie sewer, are not worth amounts charged. re: 12f: ? depends on how used
68	GREAT PARKS, USE ALL THE TIME, A BIG PLAYGROUND WOULD BE GREAT FOR KIDS.
69	WHAT CHOICE DO I HAVE TO AGREE OR DISAGREE WITH THE ABOVE
76	I LOVE MY LEAF CONTAINER, I PAY AN EXTRA \$10.00 A MONTH FOR IT. WHEN I SEE MY NEIGHBOR PUT THEIR LEAVES AND GRASS IN THEIR TRASH CONTAINER , I DONT THINK THAT IS RIGHT.
84	YOU HAVE BEAUTIFUL CRAB APPLE TREES AND WATER QUALITY IS GOOD
92	HAD PURSE STOLEN ONE YEAR AND DMWW WAS AUTOMATICALLY WITHDRAWING FROM MY ACCT FOR OVER 3 YEARS AND WHEN I GOT NSG NOTICE, IT WAS A NASTY LETTER SAYING I WAS NOT ABLE TO USE THAT SERVICE ANYMORE AND I HAD TO GO BACK TO WRITING CHECKS. WHEN I INQUIRED THEY WERE RUDE TO ME AND I DID NOT APPRICATE THAT.
97	12d - added - I'm very satisfied
101	My actual water bill is low but I don't like paying for all the other charges and fees etc
106	NEED TO BE MORE TRANSPARANT CONCERNS RE FINANCE STAFF CONTINUE CONNECTION OF LD MCMULLEN OVER RIDE ON PROJECTS PUSHED BUT LD UNBELIEVABLE -THE BOOKS SHOULDK BE ACCOUNTABLE
115	ANY SCORES UNDER 5 HAVE TO DO WITH MY WATER COMPLAINTS THE WATER WORKS WHEN REPAIRS HAVE TO BE MADE I'D LIKE TO BE NOTIFIED IT'S RATHER DISCONCERNING TO WAKE UP IN THE NIGHT AND HEAR STRANGE NOISES THEN TO BE W/OUT WATER AND NOT KNOW AHEAD OF TIME I LIKE THE WE ARE NOTIFIED BY METRO SOLID WASTE THAT GARBAGE WILL BE DELAYED
123	NEXT MONTH BILL PREPARED BEFORE POSTING THIS MONTHS PAYMENT RESULTS OFTEN BILL SHOW PAST DUE WHICH DOES NOT EXIST BUT HAS ALREADY BEEN PAID

Respondent Number	13a. Specific comments for DMWW on any topic: (optional)
127	WE LOST OUR WATER ONE NIGHT AT 10PM I TRIED TO FIND A NUMBER TO CALL FOR INFORMATION BUT COULD NOT FIIND A 24 HR NUMBER IT WAS FRUSTRATING AND FRIGHTENING
128	*More watershed protection here and upstream
130	EVERYONE IS NICE I NEVER HAD PROBLEM
138	I understand you are maintaining the planters on Fleur Drive & The Botanical Center, I don't know how much this costs - but perhaps this is the most effective way for the city to take care of those features or tho
147	I DON'T READ YOUR NEWALETTER I DON'T HAVE TIME I AM NOT ;LOOKING FOR NEW OR ENTERTAINMENT FORM DMWW
151	QUALITY PEOPLE FOR A FAKE WAGE NO MILLION DOLLAR PERSON
170	TOO MANY ADD ON BILLING, NOT ENOUGH IN COUNTIES TO LIMIT RUNOFF ON RESIDENTIAL PROPERTIES.
172	COULD DO A LOT MORE EDUCATION /PROMTION ON WATER CONSERVATIONS- SOME COMMUNITES OFFER RAIN BARRELS AT A DISCOUNT, MORE INFORMATION ON PLANTING RAIN GARDENS , NATIVE PLANTS VS GRASS ETC. POLK COUNTY CONSERVATION DOES OFFER SOME CLASSES BUT YOU HAVE TO KNOW HOW TO LOOK FOR THEM
174	WE RECENTLY LEARNED HOW UNSAFE OUR WATER ACTUALLY IS AT THE GOVERNMENT GUIDELINES, VERY SCARY WHAT YOU ALLOW US TO DRINK AND BATHE IN.
175	TRIED TO SWITCH TO ELECTONIC BILLING BUT NEEDED BILLING ACCT NUMBER, THEN NEEDED TO GO FOUR LAYERS DEEP ON CUSTOMER SERVICE AND STILL NVER GOT A PERSON. AS A STEWARD OF THE ENVIRONMENT, DMWW SHOUD DO EVERYTHING THEY CAN TO GO PAPERLESS
198	WATER IS HARD AS SHELLS
209	GARBAGE SERVICE IS TOO EXPENSIVE, /PROBABLY DOES NOT HAVE MUCH RELEVANC TO THE WATER WORKS
211	DO NOT AGREE WITH THE RECONNECT FEE OF 65.00 WHEN DES MOINES IS 25.00, THERE SHOULD BE OPEN TO REALITY. PLUS QUALITY OF MY CITY WATER WAS BETTER FOR MY EYES.
222	I AM CONCERNED ABOUT THE RISE IN COST I AN ON SOCIAL SECUROTU ONLY I'M FINDING IT DIFFUCULT TO PAY THE UTILITIES THANK YOU
226	WATER SEEMS HIGH IN CAMPERARISON TO OTHER MUNICIALITIES- WHY IS THIS
230	WATER USEAGE DATA ON BILL IS NOT PRECISE ENOUGH
235	VERY SATISFACTORY OVERALL
271	lowans need to improve the quality of our water in rivers, lakes, etc.
272	I hope the cost of the survey was worth it.
290	Checked both male and female
300	I dislike how on an average 3-4 monts I get the same exact water bill to the cent.
302	Your billing & posting of payments system is bad compared with other utilities. The hidden taxes are ridiculous.
320	WATERSHED INITIATIVES: SHOULD NOT BE A PRIMARY RESPONSIBILITY AT DMWW, DMWW SHOULD LIMIT ITSELF TO COMMENTARY ABOUT IMPACT ON DMWW.
331	I WANT A WELL FOR OUTDISE IRRIGATION

Respondent Number	13a. Specific comments for DMWW on any topic: (optional)
356	when water sits in glass for period of time has a different not pleasant taste
372	Only support \$.10 increase in monthly water bill if it affects my neighborhood and a viable action plan is committed to by DMWW to remedy the rainwater drainage system.
373	I am concerned with the foam generated from hose spray into watering cone. Scary that all that detergent must be in the water we consume
375	How can we keep racoons out of the storm sewers? They wreak havoc on our neighborhood property almost every night.
385	Better tasting water please!
387	too many "hidden" costs show up on my water bill. ie. my water costs \$6.00- the bill totals \$38-\$42.
391	The city should take a lesson from DMWW
396	too many muddy spots on the walking trails at Maffitt- needs or gravel or rocks in a few spots
398	Please make date bill is due more clear. Help make installation of irrigation meter more affordable. Minimum water billing lower for single household.
399	Water from our bathroom faucets tastes fine, but water from our kitchen faucet is musty. Is that fixable? Maybe you could write about it in the newsletter.
404	Six months ago our water pressure dropped severly. After 3 calls still no improvement or explanation
412	WHY IN THE WINTER TIME THE WATER SMELLS AND IS NOT DRINKABLE
415	I know it's hard to do what y'all do- keep up the good work!
417	More Earth Day or water quality/natural resource info, seminars for more water recreation and maintenance eg. Raccoon and DM river enhancement, launches, kayak lockers
418	I do not believe I should pay more for sewer from the water I use (I have a swimming pool and it takes more water)
422	WAS EXCITED TO KNOW OUR DES MOINES WATER QUALITY WAS RATED TOP IN THE NATION. I SPREAD THAT TO WHOMEVER WHEN I GET THE CHANCE
431	A GOOD FACILITY
436	BILL IS OFTEN EXACTLY THE SMAE FOR 2-3 MONTHS, WHICH SEEMS ODD. IT ALWAYS SAYS ACTUAL/NOT ESTIMATED BUT THEN THE BILL SHOOTS UP \$5.00 DURING MONTHS WHEN I KNOW I USED LESS WATER, THOSE THINGS MAKE ME QUESTION IF IS IS ALWAYS AN ACTUAL READ.
438	Please improve water quality. (drew a smiley face)
439	I really want the entire water system in Iowa to become Leaders in water quality in our rivers and lakes. That is not the case now w/the chemical run off from our farmlands.
441	ON 2A FIRST TWO ITEMS NOT GOOD WHEN SPRING & FALL RUN OFF IS HAPPENING
452	BREAK UP CUSTOMER ACCOUNT # 0064000580 SHOULD BE 0064 0005 80
453	STOP BURNING LOS & TREES WHEN CLEANING UP PARK
458	Newsletter neds to include more info on water saftey with all the agricultural runn off. What can you do to be more green and progressive? To save the planet earth. We need articles on agriculture's ways to be more water green. In newsletter note methods for saving and storing home rain water run off for gardening and plants. I do some rain water capturing. More articles to save overall water usage. More articles on how homeowners can stop polluting the water

Respondent Number	13a. Specific comments for DMWW on any topic: (optional)
	ie...laun care, fertilizer application, prescriptions all pollute water. More youth education on conservation and not polluting water and air- water is not unlimited resource! Call me for more article ideas!
460	I have lived in places with non-potable water (Servia, Cameroon). You do not get to choose your parasite. DMWW is a blessing- thank you for what you do!
463	Kind of a dumb survey if you ask me. Is something going on that we should know about and you're trying to hide?
467	I am concerned about all the chemicals needed to be used to make pure water and understandable when you see the polluted DM and Raccoon Rivers.
489	Get rid of newsletter insert
498	Continue to improve quality. Must get away from chemicals in the earth. Pesticides, herbicides, etc.
512	I own a rental property in Des Moines (single family). The whole stop box situation needs some attention. There should be a mutual answer for the replacement of these stop boxes.
513	Unhappy that those with put. sewer lines get charged same as all others. We have to maintain ours and everyone in teh city pays to maintain others (including us).
524	I think harmful lawn chemicals should be outlawed and that you should take a lead in encouraging practices for homeowners to protect our water.
530	Better acess for fishing on river
540	PLEAS FOUCS ON KEEPING WATER CLEAN & DRINKABLE
543	KEEP UP THE GOOD WORK
546	IT'S TOP NOTCH THE SERVICE THE NATURAL BEAUTY
554	I HAS A CRAPPLE TREE PLANTED IN MEMEOY OD MY HUSNAB EDWARDHAD A CHANCE TO VISIT THE ARBORETUM ON FLEUR BUT I COULD NOT FIND IT NO WHERE WHO CAN I VISIT WITH T O TELL MW WAHAT HAPPEN?
555	MONTHLY BILLING IS EXCELLENT SOURCE OF INFORMATION TO ACESS ANYONR USING SERVICE
562	take floride out of your water your wasiting 100,000.00 a year on ituse it for other projectsstop poisoning people with infective prescription meds not even approved by our fda
565	the gardens at the entrance to ww park were always festive & colorful why not bring them back again?
566	THANKS FOR THE PARKS THE FRONT DESK IS UNDER MANNEDthe sewer cost are outrageous water bills should be ther responsibility of whoever contracts for the water they should not be the responsibility of the property ownerwhen a renter ot contract buyer fails to payyet my property can be sold at sheriffs sale for his failure to pay. this needs to be legally remedied
568	farm chemicala & pollution just keep coming- we must stop it for all use
571	i went throught the floods of 1993 and had no water for 2 weeks i just simply appreciate havin water in t he pipes
573	THANKS FOR SUPPLYING SAFE PURE WATER FOR THE COMMUNITY
574	I THINK YOU NEED TO WORK ON THE STORM DRAINS ESPECIALLY SINCE YOU CHARGE FOR THEM EACH MONTH.
577	SOFTER WATER TO PREVENT BUILD UP ON PIPES AND NEED FOR SOAPS.
584	THANK YOU FOR THE SURVEY AND THE INVOLVEMENT

Respondent Number	13a. Specific comments for DMWW on any topic: (optional)
586	THE WAY WATER BILLS ARE STRUCTURED DOES NOT APPEAR THERE IS MUCH EFFECT IN TRYING TO USE LESS WATER, IE. THERE ARE A LOT OF FIXED COSTS, WHAT ARE SOME BETTER WAYS TO MOTIVATE CUSTOMERS TO USE LESS WATER?
593	No problem with the Water Works.
596	Des Moines Water Works generally does a good job of taking care of there work. Thanks
599	Continue as an independant structure from city gov. managment.
613	would like to find a way not to be charged for water used to water plants and gardens.
614	Backflow precention should be provided by Water Works. Everyone hiring a plumber is rediculous.
631	This survey is too long!
640	Putting garbage cans on curb with on street parking 3 ft. apart can be near impossible at times!!
641	I hope there are no plans to sell DMWW to a private for profit entity. Municipal water belongs to everyone and no one. It would be disasterous and short sighted to pursue that action for short term financial gain.
642	Rates just seem a little high paticularly in summer time , watering and having to pay for storm sewer I don't use enough to justify separate meter.
644	very good services
647	I enjoy running the grass path around south end of Moffit Reservior. If more jogging/hiking paths are developed please do not asphalt. KEEP NATURAL
648	Virtually none of my storm run off leaves my yard,. Yet calculations do not take into consideration where the water goes.
649	Crocker at 43rd is flooding during most rain storms, fix it please!
650	Fix the dangerous water valves sticking up in the middle of the sidewalks on Village Run Dr. My kids have fallen numerous times.
651	I wonder about the Botinacial Center alliance with DMWW
652	I have a photo of wooden walk bridge in WWpark before dismantled and need to know location in park, please
657	Administratin makes too much money. If they can afford salaries like that my bill shouldn't have to increase so much. Home owners have to pay for everything. Not equitable.
659	I think the charge for run off water is rediculous. We have no control over rain and snow and we have to have driveways and sidewalks. I think this is stupid since it rains to hard our storm sewers over flow and flood our yard and basement. If you are going to charge then you should use that money to fix the problem.
661	Customer service reps are always polite,ect.but as with all customer service that's as far as it goes. No one really does anything about a complaint. One person (me, I, myself) lives at my residence -yet despite this fact I use a washng machine and dishwasher only once a week , takes showers once a day, I am a conservative water user, my overall bill is nearly as high as my neighbor , who has 4 kids and 2 adults!!!!
663	I like the use of envelopes with addresses rather than see through boxes.
664	Great Job!
665	more self-serving than service oriented. to much propaganda in newspaper.
671	MAY NEED TO WORK HARDER TO GET THE RACCOON WATERSHED MORE RESPONSIBLE FOR THE

Respondent Number	13a. Specific comments for DMWW on any topic: (optional)
	AGRICULTURAL POLLUTION OF RIVER WATER USED FOR DRINKING
707	Initially I marked this wrong. Use the red scores.
708	Why do I have to pay additional for being in a different location in Pleasant Hill?
716	Decades ahead of all others with meter reading technology. I'm glad we have a land line. I really appreciate this survey and I'm confident you will use its results to the users advantage. I think public entities give excellent service but that customers need reminding from time to time in order to be convinced. Nothing personal but I must say that the Bill Stsure's and Lori Lauerato's of our community are noticed. Why? They are the faces that do the convincing and we all remember L.D.
722	Seems like Des Moines Waste charges for everything, a once a year chance to put stuff on the curb like other cities have would go far!
725	I own unoccupied property with no water use, but pay for solid waste and sanitary sewer.
726	Keep up the Green Team. e-mail me information for e-bill.
730	anyone with a monopoly should take special care when dealing with the public

Table 8 - Response Tabulations
DMWW: 2010 Voice of Customer Survey

Q13a8. Respondent age

	Count	Percent
Less than 18 years old	0	0.0%
19-24	0	0.0%
25-34	43	7.7%
35-44	61	10.9%
45-54	111	19.8%
55-64	171	30.4%
65 and older	176	31.3%
Total	562	100.0%

Q13a9. Number of people in household

	Count	Percent
1	122	22.9%
2	253	47.6%
3	62	11.7%
4	64	12.0%
5	18	3.4%
6	8	1.5%
7 or more	5	0.9%
Total	532	100.0%

Questionnaire, P. 1 and 4

11d. How would you rate maintenance of DMWW Parks compared to other parks in Des Moines?
[5 = much better 1 = much worse]
 5 4 3 2 1 NA

11e. What facilities would you like added to DMWW Park(s)? *(Check all that apply)*
 Swing sets and children's play sets
 More benches
 More walking/jogging paths
 More bicycle paths
 More picnic shelters or pavilions
 Drinking fountains
 More restrooms
 Other (describe) _____

11f. Overall, how would you rate DMWW Parks compared to other parks in Des Moines?
[5 = much better 1 = much worse]
 5 4 3 2 1 NA

Area 12: Overall Perception

Please answer a few final questions regarding your overall perception of Des Moines Water Works (DMWW).

12a. What (other than "Water") comes to mind when you think of DMWW?

12b. What, if anything, do you like about DMWW?

12c. What, if anything, do you dislike about DMWW?

12d. Overall, how satisfied are you with the following government and business entities?

	<i>[5 = very satisfied 1 = very dissatisfied]</i>
Des Moines Water Works	5 4 3 2 1 NA
Des Moines fire service	5 4 3 2 1 NA
Des Moines trash service	5 4 3 2 1 NA
Des Moines police service	5 4 3 2 1 NA
Your electricity provider	5 4 3 2 1 NA
Your primary telephone company	5 4 3 2 1 NA

12e. Are the following services worth what you pay for them? *[5 = well worth it 1 = not worth it]*
 Des Moines water service 5 4 3 2 1 NA
 Your electricity service 5 4 3 2 1 NA
 Your primary telephone service . . . 5 4 3 2 1 NA

12f. Would you support a \$.10 increase in your monthly water bill to invest in watershed initiatives and/or protect our source waters?
 Yes
 No

12g. How much do you agree or disagree with the following statements?

	<i>[5 = strongly agree 1 = strongly disagree]</i>
DMWW is a respected, well-run water utility	5 4 3 2 1 NA
DMWW is a financially responsible business entity	5 4 3 2 1 NA
DMWW has a positive influence on environmental issues	5 4 3 2 1 NA
DMWW has an overall positive presence in the community	5 4 3 2 1 NA
DMWW is deserving of my loyalty as a customer	5 4 3 2 1 NA

Area 13: Optional Information

13a. Specific comments for DMWW on any topic:

Name (optional): _____
 Address (optional): _____
 City, State ZIP (optional): _____
 Home Phone Number (optional): _____
 E-mail Address (optional): _____

Gender (optional): Male Female
 Age (optional): Less than 18 years old 19-24
 25-34 35-44 45-54
 55-64 65 and older

Number of people in your household (optional): _____

Thank you very much for your responses to our questions!

Please place the completed survey in the enclosed postage-paid return envelope and send in the mail by May 28, 2010.

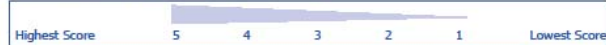
Des Moines Water Works
 Attention: Voice of Customer Survey
 2201 George Flagg Parkway
 Des Moines, IA 50321-1190



2201 George Flagg Parkway | Des Moines, IA 50321
 (515) 283-8700 | www.dmw.com

DES MOINES WATER WORKS
Customer Satisfaction Survey 2010

All information gathered in this survey will be kept confidential. It will be used solely to improve the quality of Des Moines Water Works' products and services to you, our customers. Please choose the most appropriate answer using the rating scales provided. Circle your response or check the appropriate box. If you have no opinion or it is not applicable to you, choose "NA." On the five (5) to one (1) scales, five is always the highest score and one is always the lowest.



Area 1: Importance of Services

1a. Importance of each of the following to you: *[5 = very important 1 = very unimportant]*

Water quality	5 4 3 2 1 NA
DMWW billing statement	5 4 3 2 1 NA
Uninterrupted water service	5 4 3 2 1 NA
Payment options	5 4 3 2 1 NA
Customer Service Contact Center	5 4 3 2 1 NA
In-home Customer Service	5 4 3 2 1 NA
H2O Line newsletter	5 4 3 2 1 NA
www.dmw.com web site	5 4 3 2 1 NA
DMWW parks	5 4 3 2 1 NA

Area 2: Tap Water Usage

2a. How satisfied are you with your tap water as to the following characteristics? *[5 = very satisfied 1 = very dissatisfied]*

Water Taste	5 4 3 2 1 NA
Water Smell	5 4 3 2 1 NA
Water Hardness	5 4 3 2 1 NA
Water Safety	5 4 3 2 1 NA
Overall Quality	5 4 3 2 1 NA

2b. Check all of the following statements that apply to your household:

- Tap water is used for drinking
- A water treatment device (e.g., home filtration system) is used on tap water before drinking
- Bottled water is used for drinking
- A water softener is used

2c. If you filter tap water or only drink bottled water, why? (check all that apply)

- Taste, smell, color of tap water
- Local water safety concerns
- Media coverage about water quality issues outside of Des Moines
- Convenience of bottled water
- Recommendation of health care provider
- Other (describe) _____

Area 3: Water Quality and Safety Information Source

3. When it comes to information about water quality and safety, how reliable and accurate do you consider these sources to be?

(Please rank only those that you have used for water information, and circle "N/A" for the rest.)

	<i>[5 = very reliable 1 = very unreliable]</i>
Des Moines Water Works	5 4 3 2 1 NA
Television	5 4 3 2 1 NA
Radio	5 4 3 2 1 NA
Newspaper	5 4 3 2 1 NA
Magazines	5 4 3 2 1 NA
City, county, state governments	5 4 3 2 1 NA
Doctor or other health care professionals	5 4 3 2 1 NA
Environmental or private interest groups	5 4 3 2 1 NA
Marketers of home water treatment devices	5 4 3 2 1 NA
Web sites (list sites)	5 4 3 2 1 NA

Other (describe) 5 4 3 2 1 NA

Area 4: DMWW Billing Statement

How satisfied are you with the following characteristics of your monthly billing statement?

	<i>[5 = very satisfied 1 = very dissatisfied]</i>
4a. Easy it is to understand	5 4 3 2 1 NA
4b. Amount of information provided	5 4 3 2 1 NA

4c. Compared to other monthly billing statements you receive (electric, gas, cable, phone, etc.), how do you rate your DMWW statement?

	<i>[5 = much better 1 = much worse]</i>
	5 4 3 2 1 NA



Questionnaire, P. 2 and 3

- 4d. How do you receive your DMWW statement?**
 Paper
 Electronically
- 4e. If you do NOT receive an electronic statement, why not?**
 I don't have access to or am not comfortable with a computer or e-mail
 I simply prefer to receive paper statements
 I didn't know you offered E-statements
 Other _____
- 4f. Overall, how satisfied are you with DMWW's billing statement?**
[5 = very satisfied 1 = very dissatisfied]
 5 4 3 2 1 NA

Area 5: Water Availability/Uninterrupted Service

- 5a. In the last 12 months, have you experienced a water outage due to a water main break or DMWW maintenance being done in your area?**
 Yes No *If "No," please skip to Area 6.*
- 5b. How many outages did you experience?**
 1 2 3 4 or more
- 5c. On average, how long was the water off?**
 1-3 hours
 4-6 hours
 7+ hours
 Uncertain
- How satisfied are you with DMWW's handling of the water outage(s) in terms of the following?**
[5 = very satisfied 1 = very dissatisfied]
- 5d. Communication / Notification 5 4 3 2 1 NA
- 5e. Water quality when service was restored 5 4 3 2 1 NA
- 5f. Length of time to restore water service 5 4 3 2 1 NA
- 5g. Overall, how satisfied are you with DMWW's water availability/uninterrupted service?**
[5 = very satisfied 1 = very dissatisfied]
 5 4 3 2 1 NA

Area 6: Payment Options

- 6a. What is your preferred payment method?**
 1. Pay by credit card at www.dmww.com
 2. Pay by credit card via automated phone system
 3. Recurring payments by credit card
 4. Use Direct Pay (Automated Clearing House payments withdrawn directly from bank account)
 5. Pay electronically through my bank's online bill pay
 6. Mail payments to DMWW
 7. Make payments at DMWW office
 8. Make payments at pay station at area grocery stores

- How interested would you be in the following options, if available?**
[5 = very interested 1 = not interested]
- 6b. Pay by electronic check at www.dmww.com on a date I schedule 5 4 3 2 1 NA
- 6c. Pay by electronic check via phone on a date I schedule 5 4 3 2 1 NA

Area 7: Customer Service Contact Center

- 7a. What is your most preferred method of contacting us when you have a question or concern? (please check only one)**
 Mail
 Phone
 E-mail
 Face-to-face visit to our office
 Other (describe) _____
- 7b. In the last 12 months, have you contacted our Customer Service Contact Center?**
 Yes No *If "No," please skip to Area 8.*
- 7c. How satisfied are you with our Contact Center's communications (professionalism, clarity of information provided, helpfulness, etc.)?**
[5 = very satisfied 1 = very dissatisfied]
 5 4 3 2 1 NA
- 7d. How satisfied are you with our Contact Center's methods and business practices (response time, number of steps, easy to understand, time spent overall, convenience of office hours, etc.)?**
[5 = very satisfied 1 = very dissatisfied]
 5 4 3 2 1 NA
- 7e. Did we answer your question or resolve the problem to your satisfaction?**
 Yes No
- 7f. Did we answer your question or resolve the problem on your first call?**
 Yes No

- 7g. Overall, how satisfied are you with DMWW's Customer Service Contact Center?**
[5 = very satisfied 1 = very dissatisfied]
 5 4 3 2 1 NA

Area 8: In-Home Customer Service

- 8a. In the last 12 months, have you required in-home customer service at your property or residence?**
 Yes No *If "No," please skip to Area 9.*
- 8b. What was the primary reason for the most recent service call? (check only one)**
 Work on water meter (inside home)
 Work on water meter reading system (outside home)
 Leak or service line location (Iowa One Call)
 Check plumbing for leaks
 Turn water on/off for repairs
 Turn water on/off for change of service
 Other (describe) _____
- 8c. How satisfied are you with our in-home customer service communications (professionalism, clarity of information provided, helpfulness, etc.)?**
[5 = very satisfied 1 = very dissatisfied]
 5 4 3 2 1 NA
- 8d. How satisfied are you with our in-home customer service methods and business practices (response time, number of steps, easy to understand, time spent overall, convenience of hours, etc.)?**
[5 = very satisfied 1 = very dissatisfied]
 5 4 3 2 1 NA

- 8e. Did we take care of the service issue to your satisfaction?**
 Yes No
- 8f. Did we take care of the service issue to your satisfaction on the first visit?**
 Yes No
- 8g. Overall, how satisfied are you with DMWW's In-Home Customer Service?**
[5 = very satisfied 1 = very dissatisfied]
 5 4 3 2 1 NA

Area 9: H₂O Line Newsletter
(Newsletter provided with monthly billing statement)

- 9a. How often do you read the H₂O Line newsletter?**
 Never *If "Never," please skip to Area 10.*
 Once or twice a year
 Most of the time
 Every month

- How satisfied are you with the H₂O Line newsletter on the following?** *[5 = very satisfied 1 = very dissatisfied]*
- 9b. Content 5 4 3 2 1 NA
- 9c. Easy to understand 5 4 3 2 1 NA

- 9d. Overall, how satisfied are you with the H₂O Line Newsletter?**
[5 = very satisfied 1 = very dissatisfied]
 5 4 3 2 1 NA

Area 10: www.dmww.com Website

- 10a. Have you visited www.dmww.com in the past six months?**
 Yes No *If "No," please skip to Area 11.*
- 10b. Why did you visit www.dmww.com? (Check all that apply)**
 Make payment on account
 Review prior statements
 Complete service request
 Read DMWW current news (Home page)
 Locate information on water education
 Find DMWW contact information
 Find information on Water Works parks
 Locate customer service information
 Review employment information
 Find information on water quality
 Other (describe) _____
- 10c. How often do you use social media sites, such as Facebook, Twitter, etc.?**
 Never
 Occasionally
 Often
- 10d. Overall, how satisfied are you with the dmww.com website?** *[5 = very satisfied 1 = very dissatisfied]*
 5 4 3 2 1 NA

Area 11: DMWW Parks

- 11a. Have you ever used DMWW Parks?**
 Fleur Driver: Yes No
 Maffitt Reservoir: Yes No
If "No" to both DMWW Parks, please skip to Area 12.
- 11b. How do you use the park(s)?**
 Exercise / fitness activities
 Fishing
 Enjoying nature / wildlife
 Horse trails
 Picnics
 Attended an event
 Other (describe) _____
- 11c. How many visits have you made to the park(s) in the last 12 months?**
 1-2 3-4 5-6 7 or more visits